

To: Governor  
From Buddy B.  
Re: New software UUorld  
Date: April 22, 2009

Governor,

You asked me to look into new technology as described in the attached letter from Tom Wilson. The software is called “UUorld” (pronounced WORLD) and was created by Mr. Wilson’s son, Zach, and a business partner. Mr. Wilson asked you, if you thought it appropriate, to bring the product to the attention of Chairman Steel and the RNC so they could evaluate it for themselves.

After watching a product demonstration, I think such an evaluation is worth it. I don’t know what the RNC uses now, but this is pretty nice stuff that already includes lots of databases.

Essentially, UUorld turns mountains of data into very strong multi-layered visuals that can be laid over maps, showing current situations or trends from the world-level to a zip code-level. You’re basically converting a spreadsheet of numbers into a visual display over any specific geographic area, giving visual and numeric access. This display can be a PowerPoint-like presentation or a video presentation.

Mainly, it makes very detailed numbers-intensive information easy to display, digest and share with others.

I’ve attached a few examples of what the software can do.

